



For immediate release

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HAP Appoints Christopher Pike as Chief Information Officer

DETROIT – July 15, 2009 – Health Alliance Plan (HAP) announces the appointment of Christopher (Chris) Pike to vice president, Information Technology and chief information officer.

In this new role, Pike is responsible for HAP’s application development, technology support, telecommunications, eCommerce and network operations. He replaces Dennis Sirosky, who retired after 23 years of service at HAP.

“Chris brings significant knowledge and experience in application development, operational performance, strategic planning and execution to his new role,” said Patricia Richards, RN, executive vice president and chief operating officer. “As we move forward, I am confident we will continue to benefit from the high standards for service delivery, teamwork and ‘out of the box’ thinking that reflects the legacy built by Chris’ predecessor.”

Pike previously served as associate vice president, IT Support Operations at HAP. Before joining the company in 2007, he served as a senior executive at Accenture Ltd. for 16 years, during which time he engaged with HAP on several key business and IT initiatives.

Pike earned a bachelor’s degree in Aerospace Engineering from the University of Michigan. He is an active member of the Managed Care Executive Group (MCEG), CIO Leadership Network, Society Automotive Engineers (SAE), Information Systems Executive Forum (ISEF), and Michigan Alumni Association. He is actively involved in various cancer-related charities and participates weekly in a volunteer program delivering food to a homeless shelter.

About HAP (www.hap.org)

Headquartered in Detroit, Health Alliance Plan is a nonprofit health plan serving 500,000 members and 2,000 employer groups. HAP is a subsidiary of the Henry Ford Health System, one of the nation's leading health care systems. The health plan serves individuals through SOLO PPO plans and companies of all sizes through HMOs, Value Plans, PPOs, and Medicare plans. Health Alliance Plan members rated HAP “Highest in Member Satisfaction among Commercial Health Plans in Michigan,” in the J.D. Power and Associates 2009 National Health Insurance Plan StudySM. HAP Senior Plus is the top-ranked Medicare HMO plan in Michigan, and the commercial HMO is one of America's Best Health Plans, according to *U.S. News & World Report* www.usnews.com/healthplans. HAP has two subsidiaries, Alliance Health and Life Insurance Company and HAP Preferred, Inc.

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